GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:5975
ANSWERED ON:10.04.2017
Campaigns of Export Promotion Councils
Udasi Shri Shivkumar Chanabasappa

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government has instructed various Export Promotion Councils to come up with respective campaigns to reflect impressive image of India in the global market;
(b) if so, the details thereof;
(c) whether the State Governments have also been given liberty to explore global markets at their provincial levels; and
(d) if so, the details thereof along with the coordinated efforts to set specific targets and achieve them?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (INDEPENDENT CHARGE)
(SMT. NIRMALA SITHARAMAN)

(a) & (b): Department of Commerce works with Trade Organizations to ensure India centric branding for international and national events.

(c) & (d): State Governments are free to explore global markets on their own, in matters relating to attracting investment etc.
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